. . THE .

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

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KINEGRAMS.

"STAR FEATURES" have caught on. Enquiries and bookings for "UNCLE TOM'S CABIN," the first of the series, are coming in by every post. We hope to announce another feature for this department next week. Meantime, hurry up with *your* suggestions for films to be included in this section.

Our expectations as to the interest that would be aroused in "THE ARGENTINE TANGO," our first film, were great, but they have been exceeded by actual results. We give fuller particulars this week (page 2).

An amusing story comes from the Western Counties, where they appreciate a good drama. The famous Itala film, "FATHER," was being screened to a packed house, when the conductor-pianist, fascinated by the thrilling fire scene in part three, stopped playing. The other members of the orchestra, left leaderless, followed suit, and Mr. Manager, hurrying down the gangway to see what was the matter, was in turn held in thrall by the masterly acting of Zacconi. The operator, marvelling over the dead silence in the house, peered from the box, became engrossed in the pictured incidents, stopped "mangling" —and the spell was broken!

We shall be represented at the International Kinematograph Exhibition, held at Olympia for seven days, commencing March 22nd, and hope to meet many of our readers there.

THE LOOKER-ON.

THE ARGENTINE TANGO

AND OTHER DANCES BY

MR. GEORGE GROSSMITH

AND

:: MISS PHYLLIS DARE. ::

An hour after the publication of last week's KINETRADOGRAM, telegrams began dropping in and there has been a steady run of enquiries during the week.

The film is 500 feet in length and comprises two speciality drawing room dances, The Bunny Hug, and a scena, The Argentine Tango, in which the principals are supported by a picked chorus of 20 artists from the Empire Theatre, London.

Some delicious bits of comedy are introduced by the inimitable Gaiety comedian, and the picture goes with a swing from beginning to end.

Your orchestra will easily follow the baton of Mr. James Sale, the genial Palladium conductor, who appears in the film and who works himself into a fine frenzy during the Bunny Hug.

The hiring terms, including special music, are £10 per week, and you should book NOW.

A PLEA FOR THE BETTER CLASS FILM.

We have noticed that "Classic" is a very much abused word in the Showman's world. It is incontinently employed when referring to such widely different productions as "The Lady of the Lake," "Cæsar Borgia," "As You Like It," and "The Tempest," and is almost always used contemptuously.

The fact is a great deal of prejudice exists among many exhibitors against such films as deal with the works of great masters of poetry and drama, and this attitude is to be deplored. The final and permanent niche in which the Kinema theatre must rest should be one in which the support of the great middle-class should be assured, and this will never be attained if there is so much pandering to the sensational as there is at present.

Sensation cloys in time; and the best antidote is a mild course of "classics."

We do not advise any drastic change in your present programme, but surely no harm would result if you occasionally introduced one of Shakespeare's wonderful works, or a photo poem, such as "The Lady of the Lake," into your bill.

Remember the ultimate destiny of the picture theatre rests with your better class patrons, and any assumption that this huge bulk of the public is indifferent to productions based on the world's greatest works is somewhat rash unless you have experience to prove it.

AN OPEN LETTER TO THE EXHIBITOR.

DEAR SIR,—I am a great believer in co-operation, and without wishing to trench on politics I should believe in Tariff Reform if the workers would get the benefits which would accrue, and not the Trust Magnates which is the present result all the world over.

Our own Trade is at present assailed and seriously so by the Trust ogre, or rather ogres, as there is more than one syndicate only waiting for the right time to display its ugly Trust head to assist in cornering the business. The procedure is much the same in this as in other businesses, tempting offers and low prices being made to draw the victims into the net. Then the strings are drawn and sooner or later (but inevitably) up go the prices.

A Trust can afford to wait for results, its schemes are deep laid and their object is not apparent at first glance. There is one of the largest companies in the world which is actually losing £20,000 a year in this country alone with the object of ultimately cornering a certain trade. They know full well that all their losses will be made good, with interest, when the time comes to tighten their grip on the market.

If the showman carefully considers the matter and realises that a Trust does not operate for anyone's benefit but its own, there is no reason why he should not be able in Free Trade England, where everything is in his favour, to prevent the formation of an aggressive combine. The obvious course is to support this or similar firms who are for a Free market, fair prices and the best of the world's productions, and to shut out entirely any firm refusing to sell their goods openly.

Do not be too keen on the present shilling and lose sight of the future sovereign, and you will win hands down. You have been well served by the renting houses, whose interests are identical with your own, and it behoves you now in your own vital interest to help them. But it means a whole-hearted stand against the combined forces of the trust-mongers, for any weakness will be fatal for all time.

Yours faithfully,

GEO. SOOLE, *Managing Director*,
Kinematograph Trading Co., Ltd.

SOME WINNERS.

In our first number we gave a short list of those features which were of such superlative merit as to make it very easy to prophesy big success for them. Expectations have been more than fulfilled, and we now give a further list of films which sooner or later you must include in your programme:—

"On the Steps of the Throne"	Pasquali.
"The Devil's Daughter"	Nordisk.
"The Stolen Treaty"	Nordisk.
"Zigomar" (The Eel's Skin)...	Eclair.
"Tigris"	Tyler.

Of the above films "On the Steps of the Throne" and "The Stolen Treaty" are on the lines of the novels of which "The Prisoner of Zenda" was the forerunner. Diplomatic intrigue, mingled with the fascinating theme of a prince's love affairs, make these subjects fascinating ones to all classes of picture-goers.

"The Devil's Daughter" is a story on somewhat novel lines and is woven round the wiles of a modern Circe. The girl's temperament is very cleverly delineated in a series of scenes, an attainment which is very difficult in a kinematograph story, as all producers are aware.

The two last-named stories deal with the ever-fascinating subject of detective work. Clever criminals are matched against equally clever detectives, and although the latter are victorious in the end, they literally have to go through fire and water to attain their triumph.

FEATURE FILMS.

These Films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	Feb. 17	Feb. 20	Feb. 24	Feb. 27	March 3	March 6	March 10	March 13	Posters.
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	First	Vacancy	March 31		£12 the week				—
874	"Tigris"	3800	Tyler	Mar. 6	First	Vacancy	March 24		£14 the week				—
875	James Patterson, Detective	2300	Duskes	Feb. 27	—	—	—	—	—	90/-	90/-	—	—
876	Romeo and Juliet	2000	Thanhouser	Mar. 8	First	Vacancy	March 10		£10 the week				—
877	A Hero of the Mountains	2930	Eiko	Mar. 16	First	Vacancy	March 24		£12 the week				—
2773	Merchant of Venice	2000	Thanhouser	Feb. 10	—	—	—	—	60/-	60/-	50/-	50/-	—
2734	His Brother's Crime	2248	Cines	Jan. 30	—	—	60/-	60/-	50/-	45/-	45/-	40/-	—
2733	Paul Sleuth, Burglary Syndicate	1140	C. & M.	Jan. 30	—	—	25/-	25/-	22/6	22/6	20/-	20/-	—
870	The Law of the West	2500	Bison	Feb. 2	—	—	80/-	80/-	—	70/-	60/-	60/-	6 sheet Q.C.
871	The Secret of the Mine	2000	Lux.	Feb. 1	—	70/-	60/-	60/-	50/-	50/-	40/-	40/-	Q.C. 8 sheet
872	A Life for a Life	2322	Cines	Feb. 15	—	—	90/-	90/-	80/-	80/-	70/-	70/-	8 sheet Q.C.
866	Salome	2350	Savoia	Feb. 8	—	—	80/-	80/-	70/-	70/-	60/-	60/-	8 sheet Q.C.
867	The Secret of the Safe	2778	Cines	Feb. 22	—	—	—	140/-	—	120/-	100/-	100/-	6 sheet Q.C.
868	As you like it	3115	Vita.	Feb. 8	—	—	—	90/-	—	80/-	70/-	70/-	Q.C.
857	The Shaughraun	3000	Kalem.	Mar. 16	Vacancy	March 24		£12 week.					2 sh., 6 sh., 12 sh.
863	The Devil's Daughter	3008	Nordisk	Feb. 16	—	—	—	120/-	—	90/-	80/-	80/-	4 sh., 6 sh., 12 sh.
864	At the Foot of the Scaffold	1925	Hepworth	Feb. 9	—	—	—	—	50/-	—	40/-	40/-	Q.C. 6 sheet
865	Undine	2000	Thanhouser	Feb. 22	—	—	—	—	80/-	—	70/-	70/-	Q.C. 6 sheet
860	Nick Winter and the Ace of Clubs	1693	Pathé	Feb. 15	—	—	70/-	—	—	—	50/-	50/-	
861	The Smouldering Spark	1500	Selig	Feb. 8	60/-					40/-	40/-	30/-	6 sheet

865	Undine	2000	Thanhouser	Feb. 22	—	—	—	—	80/-	—	70/-	70/-	Q.C. 6 sheet
860	Nick Winter and the Ace of Clubs	1693	Pathé	Feb. 15	—	—	70/-	—	—	—	50/-	50/-	
861	The Smouldering Spark	1500	Selig	Feb. 9	60/-	—	—	—	40/-	40/-	30/-	30/-	Q.C. 6 sheet
859	The Merry Widow	2312	Eclair	Jan. 12	—	—	—	—	35/-	35/-	30/-	30/-	4 sheet, 16 sheet
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	—	—	—	—	120/-	120/-	90/-	90/-	Q.C. 6 sh., 8 sh.
854	The Crooked Path	2137	Lubin	Feb. 2	—	—	60/-	—	50/-	50/-	40/-	40/-	Q.C. 6 sh., 12 sh.
855	The Stolen Symphony	2023	Lubin	Feb. 16	100/-	—	80/-	—	70/-	—	—	60/-	6 sh., 12 sh. Q.C.
856	The Kerry Gow	2770	Kalem	Feb. 9	110/-	—	—	90/-	80/-	80/-	70/-	70/-	Q.C. 6 sh., 12 sh.
858	The Stolen Treaty	3165	Nordisk	Feb. 2	90/-	90/-	80/-	80/-	70/-	70/-	60/-	60/-	6 sheet, 8 sheet
853	The Panther's Prey	1920	Gaumont	Jan. 5	—	—	—	30/-	—	30/-	25/-	25/-	Q.C. 8 sheet
852	A Race for an Inheritance	2400	Gaumont	Dec. 26	35/-	—	—	—	30/-	—	30/-	30/-	4 sheet, 8 sheet
848	At the Risk of her Life	2800	Cosmo	Jan. 26	—	—	—	—	—	—	50/-	50/-	
844	The Woman in White	2000	Than.	Jan. 22	—	—	—	—	35/-	35/-	30/-	30/-	6 sheet Q.C.
840	Kings of the Forest	18 0	Selig	Jan. 19	—	40/-	—	30/-	30/-	30/-	25/-	25/-	6 sheet Q.C.
842	Father	3485	Eclair	Jan. 19	80/-	—	—	70/-	60/-	60/-	50/-	50/-	6 sheet, 8 sheet
841	The Black Mask	2950	Am. Re.	Jan. 11	60/-	—	—	—	—	—	30/-	30/-	8 sheet Q.C.
847	The Mills of the Gods	3079	Vita.	Jan. 9	—	—	50/-	50/-	—	—	30/-	30/-	—
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	60/-	—	60/-	50/-	50/-	40/-	40/-	35/-	6 sheet Q.C.
843	Nicholas Nickleby	2000	Than.	Jan. 1	—	—	25/-	25/-	25/-	25/-	20/-	20/-	6 sheet Q.C.
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	—	—	20/-	—	20/-	20/-	20/-	20/-	4 sheet, 8 sheet
838	The Three Comrades	2362	Nor.	Dec. 22	—	—	—	—	30/-	30/-	30/-	30/-	6 sheet
812	Monte Cristo	3150	Selig	Jan. 5	40/-	40/-	35/-	35/-	35/-	35/-	35/-	35/-	12 sheet, 6 sh. Q.C.
831	The Massacre	2150	A. B.	Dec. 19	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	12 sheet, 6 sh. Q.C.
835	Nick Winter & the Stolen Favourite	3390	Pathé	Dec. 14	—	40/-	—	40/-	40/-	40/-	—	—	16 sh. Q.C., 4 sh.
824	The Mine Owner	2525	Contl.	Dec. 12	—	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet Q.C.
846	The Badminton Hunt	1250	Barker	Dec. 8	20/-	20/-	15/-	15/-	15/-	15/-	10/-	10/-	Q.C.
845	When Bacchus Reigns	2380	Nor.	Dec. 1	—	25/-	25/-	25/-	25/-	25/-	20/-	20/-	6 sheet
826	Builders of the Empire	2390	Bison	Dec. 1	20/-	20/-	—	—	20/-	20/-	20/-	20/-	6 sheet Q.C.
830	A Sister's Ordeal	2990	Cines	Nov. 30	—	—	—	30/-	—	30/-	30/-	30/-	6 sheet, 4 sh. Q.C.
825	The Broken Sword	3000	Duskes	Nov. 28	—	—	30/-	30/-	30/-	30/-	25/-	25/-	4 sheet
832	Rip Van Winkle	2099	Vita.	Nov. 28	20/-	—	20/-	20/-	20/-	20/-	20/-	20/-	Q.C.
833	All in Vain	2000	Nor.	Nov. 25	—	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet
827	A High Stake	2663	Nor.	Nov. 23	—	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
829	Plot and Counterplot	2827	Cines	Nov. 23	—	30/-	—	30/-	30/-	30/-	30/-	30/-	8 sheet Q.C.
822	'Twixt Life and Death	2000	Ambr.	Nov. 10	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
818	The Cry of the Children	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
810	Under Two Flags	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
803	The Bohemian Girl	3000	Rep.	Nov. 9	30/-	—	30/-	30/-	30/-	30/-	25/-	25/-	6 sheet
828	A Clown's Revenge	2352	Nor.	Nov. 9	—	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
820	Siegfried	2660	Ambr.	Nov. 4	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	8 sheet, 4 sheet
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	—	—	30/-	30/-	30/-	30/-	25/-	25/-	8 sheet
817	His Lost Memory	2171	Nor.	Nov. 2	20/-	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	25/-	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet

FEATURE FILMS—*Continued.*

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	Feb. 17	Feb. 20	Feb. 24	Feb. 27	Mch. 3	Mch. 6	Mch. 10	Mch. 13	Posters.
783	Oliver Twist	3700	Hep.	Oct. 24	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	45/-	45/-	45/-	45/-	45/-	45/-	45/-	45/-	8 sheet
814	The Wheel of Fate	2148	Nor.	Oct. 6	20/-	—	15/-	15/-	15/-	15/-	15/-	15/-	6 sheet
799	The Fatal Ring	3000	Gau.	Oct. 6	30/-	30/-	30/-	25/-	25/-	25/-	25/-	25/-	4 sheet
798	The French Spy	2900	Vita.	Oct. 3	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	8 sheet Q.C.
785	Dr. Gar-el-Hama	2000	Nor.	Sept. 21	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet
796	Prisoner of War	1000	Edison	Sept. 7	—	—	7/6	7/6	7/6	7/6	7/6	7/6	Q.C.
782	Governor's Daughter	2600	Nor.	—	30/-	30/-	—	—	25/-	25/-	25/-	25/-	—
770	When Love Dies	2350	Nor.	—	20/-	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
773	The Black Chancellor	3000	Nor.	—	—	30/-	—	—	25/-	25/-	25/-	25/-	—
554	Dick Turpin, Nos. 1 and 2	2420	B. & C.	—	10/-	10/-	10/-	10/-	10/-	10/-	7/6	7/6	—
589	Tale of Two Cities	3034	Vita.	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	—
592	Back to Primitive	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
594	Still Alarm	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
619	Captain Kate	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	—
700	Aeroplane Elopement	1010	Vita.	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	8 sheet Q.C.
804	Leap to Death	2800	Cosmo.	Oct. 27	30/-	30/-	30/-	—	25/-	25/-	25/-	25/-	6 sheet 8 Q.C.
815	Charge of the Light Brigade	1025	Edison	Oct. 25	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
808	The Flooded Mine	2160	Claren.	Oct. 27	—	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
807	The Greed for Gold	3145	Pathé	Oct. 26	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	

EXCLUSIVES.

Name of Film.	Length.	Feb. 17	Feb. 20	Feb. 24	Feb. 27	Mar. 3	Mar. 6	Mar. 10	Mar. 13	Posters.
Lolotte (Cafe Chantant Singer) ...	2,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet Q.C.
The Boy Scout Hero	2,000 ft.	75/-	75/-	75/-	75/-	75/-	75/-	75/-	75/-	6 sheet Q.C.
Once Upon a Time (Col. Series)...	1,100 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C.
Black Panther	3,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	Q.C., 4 sh., 8 sh.
Dante's Inferno (Helios)	1,100 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	D.C., 4 sh., 16 sh.
Daughter's Sacrifice	1,500 ft.	40/-	40/-	—	40/-	—	40/-	40/-	40/-	6 sheet
Only a Jew	1,500 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Revenge and Remorse	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
Black Blood...	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet, 12 sheet
The Ring That Binds	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 6 sheet
Drummed Out	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C., 12 sheet
Thro' Trials to Victory	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
The Rights of Youth	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet

REVIEW OF EXCLUSIVES HERE AT 10.30 a.m. EVERY TUESDAY.

OUR LATEST PURCHASES.

"BLOW FOR BLOW."

Cines. *2,400 feet.* *Released Mar. 12th, 1913.*

A tragic but attractive story of a young shepherd girl who deserts her peasant lover for a husband of high degree, and of the retribution that follows in after years.

First vacancy March 20th. Three days, £4.

"A COURT INTRIGUE."

Nordisk. *2,834 feet.* *Released March 9th.*

This film is well up to the famous Nordisk standard of quality. Its atmosphere is of courts and it is a story of Court intrigue. It deals with the machinations of an unscrupulous woman who substitutes her own niece for the rightful heiress to the throne.

First vacancy March 17th. £12 the week.

"IT'S NEVER TOO LATE TO MEND."

Edison. *2,000 feet.* *Released Mar. 22nd.*

A dramatic representation of Charles Read's famous novel of this name, a story which is known to all playgoers and is bound to draw the attention of picture patrons to your Theatre. Done throughout in the best Edison manner.

First vacancy March 27th. £5 three days.

"DETECTIVE DICKSON."

Lux. *2,090 feet.* *Released Mar. 5th.*

This dramatic story deals with the elaborate attempt of an up-to-date criminal to rob a wealthy young nobleman. Detective Dickson is set upon the trail and finally captures him through information he receives from an unfortunate young lady in the criminal's power. There are several striking scenes taken in the corridor of a railway carriage while the train is travelling at high speed.

First vacancy March 10th. Three days, £5.

STAR FEATURES.

A Star Feature is a film which, having had a big reception when it was first released, is being re-issued at fixed rates per week, new copies being purchased for this purpose. The problem of wear is solved by periodical cleaning, and the replacement of worn portions of film with new prints.

We welcome suggestions from readers for films to be included in this section.

We can supply posters for "Uncle Tom's Cabin" as follows:—Double crown, six-sheet, and sixteen-sheet.

Wiring No.		Maker.	Length Feet.	
869	**"UNCLE TOM'S CABIN"**	**Vita.**	**2400**	**Feb. 27th, 3 days, £3** **Mar. 27th, week, £6**